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Foundation Fundraising

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Objectives

- Understand the world of foundations in Europe
- Get an insider's viewpoint
- Learn how to approach European foundations effectively

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Today

- Research foundations in Europe – where to find them
- Three keys to a successful application
- Manage the relationship
- Developing your foundation fundraising strategy

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Please...

- Interrupt
- Ask
- Discuss
- Make yourself comfortable

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Does It Work?

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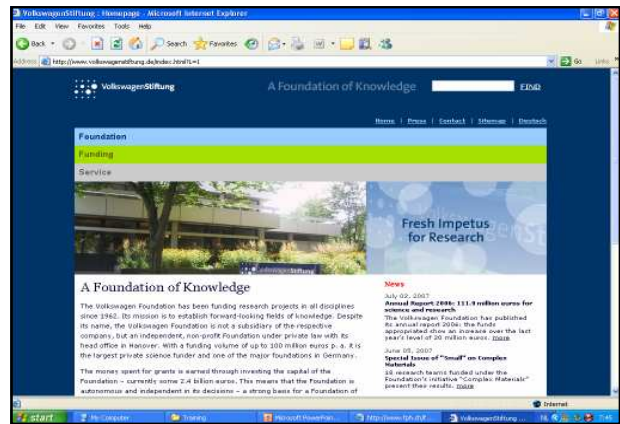


Does It Work?

- Fondation Charles Leopold Mayer, www.fph.ch
 - Asia programme €570.000
 - Grants in France (AITEC, €103.000, Culturemedia, €50.000, Fondation André Levesque (€21.500)
 - America programme €575.000
 - Grants in Canada (€35.000), Chile (€30.000)
 - Largest single grant, Italy €94.000

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Does It Work?

- Volkswagen Stiftung
 - www.volkswagenstiftung.de
 - Created 1961
 - Assets €2,4bn
 - Spent €58m on non-German projects including €7,9m in sub-Saharan Africa

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Does It Work?

- Oxfam
 - Stichting Doen
 - www.doen.nl
- Louvre
 - J F Costopoulos Foundation, Greece
 - <http://www.costopoulosfoundation.org/>

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Research

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Foundation Types

- Independent Foundations
- Corporate Foundations
 - Fundación BBVA
 - http://w3.grupobbva.com/TLFB/llfb/TLFBIndex_pub.jsp
- Government-supported Foundations
 - Deutsche Bundesstiftung Umwelt
 - <http://www.dbu.de>
- Community Foundations or "Fundraising Foundations"
 - www.efc.be/projects/philanthropy/research.htm
 - www.wingsweb.org

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The Target Audiences

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Target Audiences

- Foundations
- Individual Donors
- Corporations

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It's an inter-linked market

- Foundation
 - Linked via a board member to...
- Company
 - Linked via a shareholder to...
 - » Major donor

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Dr h.c. Friede Springer

- Deputy Chair, Axel Springer AG
 - 5% shareholder
- Philanthropist
- Friede Springer Stiftung
 - zur Erforschung und Diagnostik von Herz- und Kreislauferkrankungen

Holistic Research

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Strategic Funders

- We call this inter-linked market segment

“Strategic Funders”

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Strategic Funders

Foundations

People

Companies

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Strategy in an evolving market

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European Foundation Centre

- www.efc.be
- Based Brussels, Belgium...
- A "club" for large European and some US foundations
- Seed funded by Mott Foundation
- Useful overview research on their website
- Funder directory – www.funderonline.org

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EFC Annual Conference, Madrid, 2007

- Around 600 participants
- Key players in Europe
- Family foundations and family offices
- Corporate foundations
- US (e.g. Boeing) and European

.... And only a few NGOs

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Trends and issues

- More Foundation Networks
 - They *love* networking
 - Interest groups on climate change, refugees
- Partnering
 - On the hunt for partners
- Legal Framework
 - European Foundation Status

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Related issues

- Performance measurement
- Governance and accountability
- Move away from traditional grant-making
 - Project funding versus core funding
 - Longer term partnerships
 - New financial instruments & structures
 - Spend down against perpetual approach
- Assets management

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Key word = Impact

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Towards Impact-Driven Foundations

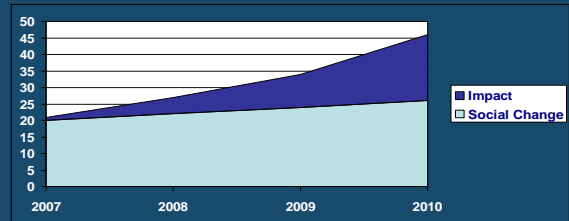
“To be effective in today’s globalized world, any brand of philanthropy should reach beyond grant making to become impact-driven.”

Source: Luc Tauart de Borms, Managing Director, King Baudouin Foundation, in EVPA News, Issue 5, Winter 2005/6

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Making an Impact – the SROI model



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How do You make an Impact?

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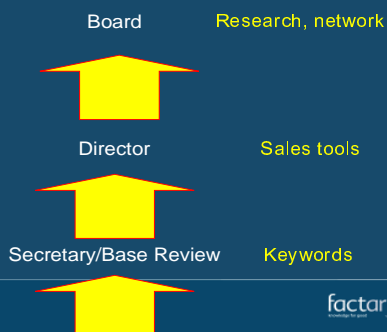
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Selling up the Tree

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Selling up the Tree



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Meet their Needs


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Donor concerns VS NPO concerns

Donor	NPO
<ul style="list-style-type: none">• Reporting• Core Costs• Earmarked Giving• Involvement• Personalised Services	<ul style="list-style-type: none">• Money• Structure Growth• Unrestricted Funds• Control• Confidentiality• Equal treatment

Source: Factory major gifts study, Netherlands

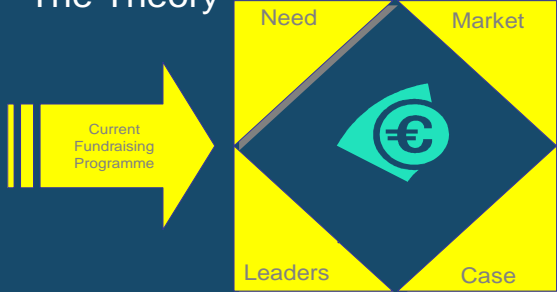


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Strategy

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The Theory



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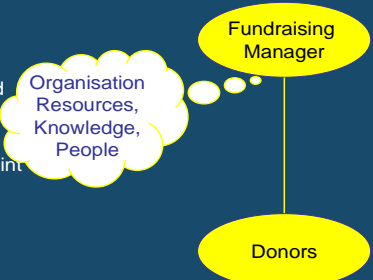
The Practice – a Reactive Strategy - €200.000

- 0.5 person
- Clear supply of projects
- Rapid response
- Access to treasurer
- Evolving Service Matrix

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Focus on Service

- Service
 - Personalised
 - Account Manager
 - A starting point for strategic funders



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The Practice – a Proactive Strategy - €5m

- Geographic market segments
- Link major donor + Corporate + Foundations
- 4 people
- Database with relationships
- Research function
- Prospect Pipeline
- Use internal connections
- Service Matrix

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Your Action Plan

- Monday
- Tuesday
- Wednesday...

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Thank YOU!

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